



In re Patent Application of:)
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Robert L. Parker, et al.) Examiner: Gerald J. O'Connor
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Application No.: 09/970,535) Art Unit: 3627
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Docket No.: 42390P9334)
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Filed: 10/03/01)
)
For: Presentation of Personalized)
Merchandise in an Electronic)
Commerce Transaction)
)

PRELIMINARY AMENDMENT

Mail Stop RCE
COMMISSIONER FOR PATENTS
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Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action dated September 3, 2004, please
amend the above-identified application as follows: